WHETHER WILL SMOKE NORTHWIND EXCLUSIVELY

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N = Definitely/Probably Buy Them	205	115
	%	%
Smoke Northwind as a replacement for your regular brand	53	37
Smoke it on a frequent basis in addition to your regular brand	29	30
Smoke it occasionally for a change of pace	18	33

QUESTION: Do you think you will... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/shpj0004